

## Message Text

UNCLASSIFIED

PAGE 01 SAN SA 01728 151730Z  
ACTION ARA-02

INFO OCT-01 ISO-00 PA-01 INR-01 /005 W  
-----151732Z 093375 /41

O R 151654Z APR 77  
FM AMEMBASSY SAN SALVADOR  
TO USINFO IMMEDIATE  
INFO SECSTATE WASHDC 3993

UNCLAS SAN SALVADOR 1728

FOR IOP/M; IPS; IBS; ILA; IMV

E.O. 11652: N/A

TAGS:

SUBJECT: MEDIA REACTION AND USIS PLACEMENT, CARTER OAS ADDRESS

1) TWO OF THE THREE COMMERCIAL TV CHANNELS MARRIED THE PRESIDENT'S ADDRESS FOR DELAYED PRIME-TIME BEAMING. CHANNEL 6 AT 1900 AND CHANNEL 4 AT 2200. ESTIMATED AUDIENCE FOR BOTH TRANSMISSIONS IS 350,000. CHANNEL 6 ALSO PLANNING WEEKEND SHOWINGS.

2. RADIO CENTROAMERICANA (WHICH REGULARLY CARRIES BOTH BUENAS NOCHES AND BUENOS DIAS AMERICA); RADIO PROGRESO; AND RADIO CHAPARRASTIQUE (IN SAN MIGUEL) BROADCAST LIVE. NATIONAL NETWORK YSKL (5 STATIONS) AND FOUR INDIVIDUAL STATIONS REBROADCAST AT 1800; 1930; AND LATE EVENING SLOTS. ANDRES MORENO'S CR FROM OAS HEADQUARTERS PLACED IN EIGHT STATIONS, INCLUDING TWO NETS. SPEECH HIGHLIGHTS AND COMMENTARY WILL BE FEATURED IN POST-PRODUCED CRONICA DE LA SEMANA FOR OVER WEEKEND PLACEMENT BY 27 STATIONS. TOTAL ESTIMATED AUDIENCE OVER ONE MILLION.

3) THIS MORNING'S LEADING, HIGH CIRCULATION DAILIES LA PRENSA GRAFICA AND DIARIO DE HOY CARRIED AP PHOTO STORIES IN CABLE PAGE SECTIONS UNDER HEADING "PRESIDENT CARTER'S POLICY WILL CONTINUE TO SHOW RESPECT FOR (LATIN AMERICAN) SOVEREIGNTY." JUMP-PAGES CARRY SPEECH HIGHLIGHTS. DIARIO DE HOY CLAIMS WEEKDAY CIRCULATION OF UNCLASSIFIED

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80,00; LA PRENSA GRAFICA, 71,500.

4. COMPLETE TEXT PRESIDENT'S ADDRESS IS BEING RUSHED THIS MORNING TO KEY GOVERNMENT, PRIVATE SECTOR, NEWSMEDIA, ACADEMIC CONTACTS IN SPECIAL "INFORMA-USIS" BULLETIN. MOE GARCIA BYLINER "CARTER OAS SPEECH DRAWS POSITIVE REACTION" WAS LEAD ITEM IN TODAY'S USIS PRESS BULLETIN.

5. EMBASSY COMMENDS ALL AGENCY ELEMENTS INVOLVED IN PREPARATORY FOLLOW-UP ACTIVITIES CONCERNING THE PRESIDENT'S ADDRESS. IPS SUPPORT WAS EXCELLENT; SATELLITE FEED WENT OFF WITHOUT A HITCH; VOA DIDN'T MISS A BET.

NO EDITORIAL REACTION EXPECTED UNTIL EARLY NEXT WEEK.

GRIFFITHS

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** INFORMATION MEDIA, BROADCASTING, NEWS MEDIA COMMENTS, SPEECHES, REGIONAL ORGANIZATIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 15-Apr-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
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**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770131-1116  
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**Handling Restrictions:** n/a  
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**Litigation History:**  
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**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
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**Review Release Event:** n/a  
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**Review Withdrawn Fields:** n/a  
**SAS ID:** 2792820  
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**Status:** NATIVE  
**Subject:** MEDIA REACTION AND USIS PLACEMENT, CARTER OAS ADDRESS 1) TWO OF THE THREE COMMERCIAL TV CHANNELS MARRIED THE PRESIDENT'S ADDRESS FOR DELAYED PRIME -TIME BEAMING. CHA  
**TAGS:** SOPN, ES, US, OAS, (CARTER, JIMMY)  
**To:** USIA  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009